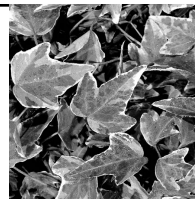


United States
Environmental Protection Agency

Air and Radiation
6202J

EPA
Summer 2000

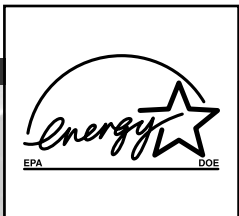


ENERGY STAR®

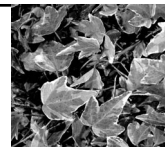
Update

2000 Partner and Ally of the Year Awards

The U.S. Environmental Protection Agency congratulates this year's ENERGY STAR Buildings and Green Lights Partners and Allies of the Year. These remarkable businesses and organizations have demonstrated their commitment to reducing energy use, preventing air pollution, and saving money through comprehensive, energy-efficient lighting, and building upgrades. Their accomplishments provide the indisputable proof that energy performance equals environmental performance equals financial performance.



The Update



HONORING ENVIRONMENTAL ACCOMPLISHMENTS 2000 ENERGY STAR Ceremony

The champions of energy efficiency and strategic energy management gathered on March 21, 2000 at the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy's (DOE) annual ENERGY STAR awards ceremony held in Washington, DC.

Each year, EPA and DOE recognize outstanding businesses and organizations from across the country striving toward the common goal of protecting the environment through their participation with

ENERGY STAR. This year's ceremony honored individuals and organizations for excellence in consumer education and celebrated the achievements of participants from ENERGY STAR Heat and Power, Homes, Labeling, and ENERGY STAR Buildings and Green Lights Programs.

The ENERGY STAR ceremony featured a reception sponsored by Enron Energy Services and opening remarks from Carol Browner, Administrator, EPA. Other speakers included: Dan Reicher, assis-

tant secretary, Energy Efficiency and Renewable Energy, DOE; Kathleen Hogan, director, Climate Protection Division, EPA; and Jeanne Briskin, director, State Outreach and Industries, EPA. Lieutenant Gov-

ernor Mary O. Donohue of New York delivered the keynote address. Throughout the evening, several speakers and award winners emphasized the importance of strategic energy management and environmental responsibility with strategies for helping to build a strong, sustainable economy while improving the environment by reducing the emissions of harmful air pollutants.

Recipients of the 2000 ENERGY STAR Buildings and Green Lights Partner and Ally of the Year awards were chosen based on their significant efforts to invest in and implement energy-efficient upgrades, promote the benefits of energy efficiency, and recruit other organizations to join ENERGY STAR. These award-winning partners and energy service providers have distinguished themselves as environmental leaders by successfully integrating environmental protection with strategic energy management.

"I'm excited by the extensive network of people and organizations who are committed to the success of ENERGY STAR. Our implementing partners now number more than 60 utility and state administrators serving 30 percent of U.S. households. Retailers representing more than 4,000 storefronts in 50 states are actively marketing ENERGY STAR products. And more than 1,200 manufacturers are producing ENERGY STAR products in 29 different product categories. Through the combined efforts of this network, more than 340 million ENERGY STAR products have been sold so far."

— Ann Bailey, Director of EPA's ENERGY STAR Labeling program



"Over the next decade alone, because of the investments made in the ENERGY STAR program, Americans will save over \$24 billion and help reduce millions of tons of harmful pollutants."

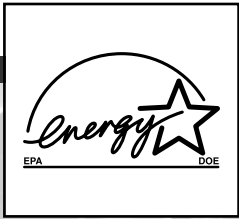
If all consumers bought ENERGY STAR products, it is estimated we would save over \$100 billion in energy bills over the next 15 years.

If building owners did cost-effective ENERGY STAR upgrades, we would reduce our nation's energy bill by over \$130 billion over the same period. That's billion with a "B." To reduce that much air pollution we would have to take 30 million cars from the road ... during each of those 15 years.

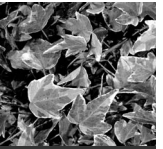
Those are big numbers. But what do they mean? The average household pays about \$1,300 in energy bills each year. If those households choose ENERGY STAR labeled equipment — not all at once, but at normal replacement times — they can cut that bill by 30 percent.

That means savings of up to \$400 a household. People can use those savings for medical bills, or home improvements, or even a family vacation. It's real money that makes a real difference for American families. And the best thing about it — we're not just saving money, we're reducing pollution. Protecting the environment. Acting responsibly. Our environment and our economy do go hand-in-hand."

— Carol Browner, Administrator, EPA



The Update



RECOGNIZING EXCELLENCE IN STRATEGIC ENERGY MANAGEMENT

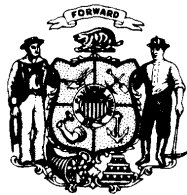
2000 ENERGY STAR Buildings & Green Lights Partners & Allies of the Year

Johnson & Johnson

2000 ENERGY STAR BUILDINGS CORPORATE PARTNER OF THE YEAR

Having a holistic approach to energy efficiency and management is one way in which Johnson & Johnson has achieved its goals. Since joining Green Lights in 1991, Johnson & Johnson has exceeded its internal goals, saving over \$10 million per year, with 71 percent of its upgrades completed. Johnson & Johnson was recognized in 1995, and again in 1998, as the Green Lights Large Corporate Partner of the Year for its outstanding upgrades at the corporate level.

"It is a tremendous honor to be the recipient of the 2000 ENERGY STAR Buildings Corporate Partner of the Year Award," said Christopher Hunter, energy engineer. "We gratefully accept this award in honor of our commitment to energy efficiency and providing the best working environment for our employees. Energy efficiency may cost more up-front, but in the long run, it's not only the right thing to do, but it saves you money in the end."



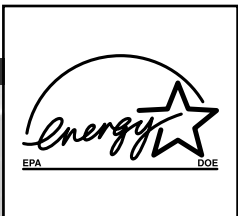
2000 ENERGY STAR BUILDINGS GOVERNMENT PARTNER OF THE YEAR

In 1990, Governor Tommy Thompson began the Wisconsin Energy Initiative to improve the energy performance of state-owned facilities, which, in turn, would conserve natural resources and save taxpayers money. Soon afterwards, the state signed up in excess of 53 million square feet of building space for EPA's Green Lights Program. In 1998, after successfully completing Green Lights upgrades in all of its facilities, Wisconsin has committed to improving other key building energy systems. The State of Wisconsin's energy-efficient upgrades are saving taxpayers \$7.5 million a year and preventing sizable greenhouse gas emissions.

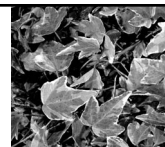
"Energy efficiency should be part of our normal thought process when we design or remodel state buildings or private sector buildings," said Robert Brandherm, secretary, State Building Commission. "As an engineer, that is a process that I undertake whenever I look at buildings. We want designers across the State of Wisconsin to do the same thing. It makes the best use of our natural resources and saves money in the long run."



CONTINUED ON PAGE 4



The Update



2000 ENERGY STAR WINNERS, CONTINUED FROM PAGE 3

SHOPKO STORES, INC.

2000 ENERGY STAR BUILDINGS RETAIL PARTNER OF THE YEAR

Shopko Stores, Inc. is a regional specialty discount retailer operating 317 stores in the Midwest, Mountain, and Pacific Northwest regions.

Since joining the Partnership in 1994, Shopko has been successful in reducing energy consumption by 20 percent, despite a 22 percent increase in store operating hours. This reduction equates to nearly three million dollars in energy savings and the annual prevention of 100 million pounds of carbon dioxide.

"We consider it a great honor for a regional retailer, such as Shopko, to get recognized nationally by EPA for our work in energy efficiency," said Patrick Finnemore, director of facilities. "It shows that we are an environmentally friendly company that is committed to improving our operations and the environment."



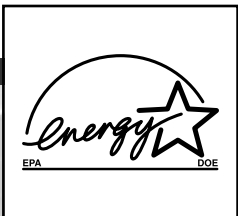
2000 ENERGY STAR BUILDINGS HOSPITALITY PARTNER OF THE YEAR

La Quinta, a national hotel chain that operates 302 inns in 28 states has reduced their annual electricity bill by nearly 20 percent and prevented the release of 57 million pounds of carbon dioxide. La Quinta encourages employee involvement by conducting regional training seminars and issuing Standard Operating Procedures to all staff, detailing the actions to be taken each day to control energy costs.

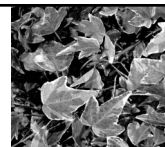
Jim Ackles, director of energy and engineering is pleased with his award and encourages other businesses to join the partnership and take the steps necessary to become energy efficient. "[Joining the ENERGY STAR Buildings and Green Lights partnership] is easy, it's free and you get talented people on the other end of the phone that give great advice when you call. They can connect you to vendors who provide reliable, energy-efficient products," said Ackles.



CONTINUED ON PAGE 5



The Update



2000 ENERGY STAR WINNERS, CONTINUED FROM PAGE 4

ARDEN REALTY INC.

**2000 ENERGY
STAR BUILDINGS
COMMERCIAL
REAL ESTATE
PARTNER
OF THE YEAR**

Arden Realty Inc., a real estate investment trust, is the largest property manager of office buildings in southern California. Since joining the ENERGY STAR



Buildings and Green Lights Partnership in 1999, Arden has compared 90 office properties using the ENERGY STAR national performance rating scale. Thirty-one buildings have earned the distinction of achieving the ENERGY STAR label. Arden also actively uses EPA's QuickScope software to determine cost-effective, energy-efficiency upgrades across their portfolio. Arden recognizes that improved energy performance results in a more competitive, profitable, and valuable portfolio.

"EPA's ENERGY STAR program is the first program we've come across that is a true judge of energy efficiency in commercial office buildings," said Robert Accomando, first vice president. "We currently have 240 properties and our plan is to have all of them qualify as ENERGY STAR."



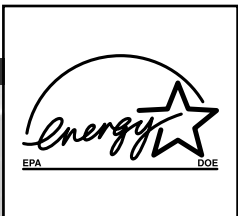
**2000 ENERGY
STAR BUILDINGS
COMMERCIAL
REAL ESTATE
PARTNER
OF THE YEAR**

Harwood Management Services is an international asset manager and commercial real estate developer. Harwood demonstrated outstanding leadership and commitment to improve the energy performance of its commercial real estate portfolio by benchmarking 60 percent of its properties. "It is a common way of life around our company to look at things from an environmental and efficiency perspectives," said Doug Walker, president.

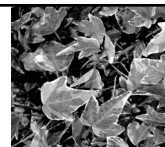
Walker has published several articles in real estate journals describing Harwood's commitment to improving energy performance and the benefits of ENERGY STAR. "This award gives credibility to the work we have done over the last three years to promote energy efficiency," said Walker.



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The Update



2000 ENERGY STAR WINNERS, CONTINUED FROM PAGE 5

SACHEM CENTRAL SCHOOL DISTRICT

**2000 ENERGY
STAR BUILDINGS
EDUCATION
PARTNER OF THE
YEAR**

In 1999, Long Island's Sachem Central School District, the third largest school system in New York, became the first school district in the state to not only complete, but exceed their

ENERGY STAR commitments in building upgrades. The District upgraded 1.3 million square feet in 18 months, reducing energy costs by \$50,000 per year as a result of installing energy-efficient lighting fixtures, motors, and new boilers. In addition, a newly installed building management system helps measure, monitor, and manage energy use.

"We like being in the partnership," said James Ruck, superintendent of Sachem Central School District. "It is good for our students, it is good for our community, and we have experienced wonderful savings. We think it is a terrific honor to win a national award."



NORTH MEMORIAL HEALTH CARE

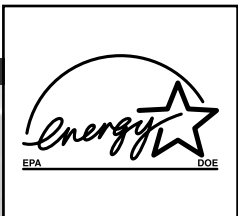
**2000 ENERGY
STAR BUILDINGS
HEALTHCARE
PARTNER
OF THE YEAR**

Since becoming an ENERGY STAR partner in 1988, North Memorial Health Care has shown a strong commitment to energy efficiency, lowering its operating costs and communicating its successes. The 546-bed hospital has aggressively adopted the ENERGY STAR Buildings integrated approach, with upgrades in lighting, building automation systems, motors and boiler controls. Their upgrades have resulted in an annual reduction of four million kilowatt hours of electricity, four million cubic feet of gas and six million gallons of water, saving more than \$160,000 per year.

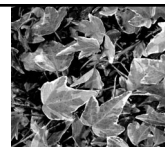
"I'm proud of North Memorial and I'm happy that there is a program like this that acknowledges all the hard work and money we have invested," said Robert Johnson, manager of Engineering Services. "I would encourage people to participate in ENERGY STAR because it provides some focus and structure to any energy-efficiency project."



CONTINUED ON PAGE 7



The Update



2000 ENERGY STAR WINNERS, CONTINUED FROM PAGE 6

ADVANCE TRANSFORMER CO.

2000 ENERGY STAR BUILDINGS LARGE ALLY OF THE YEAR

In 1999, Advance Transformer Co. recruited four new partners into ENERGY STAR who are committed to improving the energy efficiency of their buildings. Advance Transformer Co. has continued upgrades in its own facilities and is an active advocate for the ENERGY STAR mission through inclusion of the ENERGY STAR logo and messages in its marketing materials and press releases. In addition, Advance Transformer Co. led the "Re-electrification of America" and the "National Dimming Initiative."

"We are extremely proud to be the recipient of this very prestigious award. Over the past decade, we have worked very hard with EPA and we strongly support EPA ideals, which continue to be a driving force at Advance," said Susan Bloom, manager, Market Research and Agency Relations.



PUBLIC SERVICE COMPANY OF COLORADO

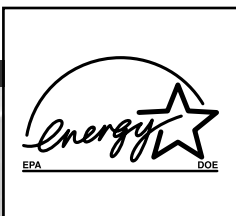
2000 ENERGY STAR BUILDINGS SMALL ALLY OF THE YEAR

Public Service Company of Colorado – Denver District Cooling (PSCO-DDC) has actively promoted ENERGY STAR since joining the partnership in early 1999. They developed a "Building HVAC Efficiency Seminar" that focused on the energy-efficiency of HVAC systems and used this forum to educate participants on making buildings more efficient with ENERGY STAR products. PSCO-DDC has incorporated the ENERGY STAR message into its website, business cards, and letterhead. As a result of its promotional efforts, PSCO-DDC recruited five ENERGY STAR participants and was instrumental in recognizing four buildings in Denver as achieving the ENERGY STAR label. PSCO-DDC earned a gold level in the 1999 Ally Challenge for its work in recruiting new partners.

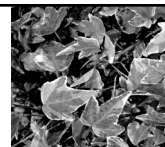
"We are pleased to accept EPA's recognition for our efforts to promote ENERGY STAR. We took a look at where we wanted to go from here and began thinking about ways that others could replicate our success," said Joseph Holzer, key account sales representative at Denver District Cooling. "We're now promoting our District ENERGY STAR strategy to the International District Energy Association (IDEA), which has members in most major cities in the U.S. and Canada. In March 2000 we presented our three-tiered strategy – benchmarking, upgrading through an integrated approach, and communicating success – to IDEA at a marketing forum and it was very well received. We look forward to benchmarking and labeling many more buildings in the Denver area and hope to see the ENERGY STAR strategy utilized in more and more cities across the country."



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The Update



2000 ENERGY STAR WINNERS, CONTINUED FROM PAGE 7



2000 GREEN LIGHTS ALLY OF THE YEAR

Since the launch of Green Lights in 1991, GE Lighting has completed its own Green Lights upgrades, in addition to promoting participation in the program through conferences held annually at the GE Lighting Institute. The organization conducted 12, two-day courses offered to Green Lights participants at no cost. In addition, GE Lighting incorporated the Green Lights logo into magazine advertisements and their lamp catalog.

"We are thrilled that we were selected to receive the Green Lights Ally of the Year award. We feel that it's great recognition for our achievements," said Joseph Howley, manager. "We have benefited both from doing the upgrades ourselves and by working with our customers and helping them to upgrade their systems."



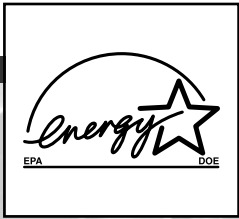
2000 GREEN LIGHTS PARTNER OF THE YEAR

Since joining the Green Lights Partnership in 1993, Pitney Bowes, Inc. has upgraded over 90 percent of its lighting infrastructure with energy-efficient technologies – more than 2.8 million square feet – saving nearly \$600,000 per year. These efforts not only help improve the company's competitive advantage and profitability, but also drastically reduce emissions and improve building comfort.

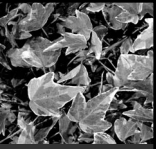
"The Green Lights program represents a win-win situation for the environment and for Pitney Bowes," said Joe Shimsky, executive director of Corporate Safety and Environmental Affairs at Pitney Bowes. "The environment wins because when we reduce the burning of carbon-based fuels, we simultaneously reduce our air emissions. Pitney Bowes benefits from a financial standpoint because improving the energy efficiency of our facilities also reduces our overall operational costs. It's really a no-brainer. We look forward to participating in EPA's other voluntary partnerships in the future."



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The Update



2000 ENERGY STAR WINNERS, CONTINUED FROM PAGE 8

At the 2000 ENERGY STAR awards ceremony, the following companies were honored for their outstanding contributions to pollution prevention through energy efficiency.

ENERGY STAR Excellence in Consumer Education

New York State Energy Research & Development Authority

Ricoh Corporation

Northeast Energy Efficiency Partnerships

State of Wisconsin

ENERGY STAR Combined Heat and Power

Dow Chemical Company

Louisiana State University, Baton Rouge

Trigen, Oklahoma City, OK

Trigen, Tulsa, OK

Trigen, Chicago, IL

Trigen, Trenton, NJ

Trigen, Philadelphia, PA

University of North Carolina, Chapel Hill

Rutgers University

Malden Mills

All Systems Cogeneration

ENERGY STAR Homes Allies

FirstEnergy Corporation

Florida Power Corporation

Public Service Electric & Gas Company of New Jersey

D.R. Wastchak, L.L.C.

ENERGY STAR Homes Special Recognition Awards

Bosshardt Realty Services, Inc.

Town & Home, Inc.

ENERGY STAR Awards – Product Labeling

Ricoh Corporation

ENERGY STAR Awards – Retail

Sears, Roebuck & Company

ENERGY STAR Awards – Home Electronics

Panasonic

ENERGY STAR Awards – Appliances

Whirlpool Corporation

ENERGY STAR Awards – Office Equipment

Ricoh Corporation

ENERGY STAR Awards – National Window

Alside

ENERGY STAR Awards – Eastern Regional Window

Thermal Industries, Inc.

Energy Star Awards – Western Regional Window

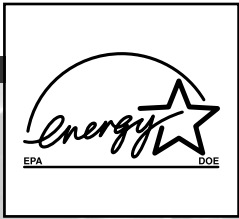
Viking Industries, Inc.

ENERGY STAR Awards – Roof Products

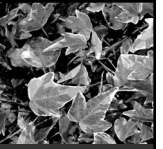
National Coatings Corporation

ENERGY STAR Awards – Outstanding Corporate Commitment

Sun Microsystems



The Update



MEETING THE CHALLENGE

2000 Ally Challenge Winners

Allies of EPA's ENERGY STAR Buildings and Green Lights partnership are companies committed to promoting systematic, whole-building, energy-efficiency upgrades. Such building upgrades yield the most savings and pollution prevention. EPA congratulates the following companies for their exemplary efforts in promoting the benefits of energy-efficiency and bringing high-quality upgrades to many organizations across the country. EPA congratulates the winners of the 2000 Ally Challenge:

Gold Level

GroupMAC
Johnson Controls, Inc.
Public Service Company of Colorado –
Denver District Cooling
United Service Alliance

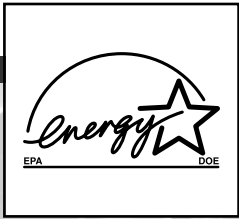
Silver Level

Advance Transformer Company
Honeywell, Inc.
Trane Worldwide Applied Systems Group

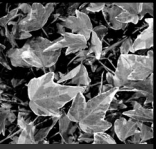
Bronze Level

ADA Systems
Building Performance Engineering, Inc.
CEC Consultants, Inc.
Control Systems International, Inc. (CSI)
Invensys Building Systems
J.D. Peterson Company
Lane Energy Services
LighTec, Inc.
Mason Engineering, Inc.
Nu-Way Lighting, Inc.
Owens Companies, Inc.
Ozark Solar
RND Energy Resources, Inc.
Servidyne Systems, Inc.
Siemens Building Technologies,
Landis Division
SLI Lighting Solutions
Superior Energy Service
Tampa Bay Trane
Tri-State Light & Energy, Inc.
Wheatstone Energy Group, Inc.

Now Allies are called Energy Service Providers, but the challenge is still on.



The Update



SHOWCASING PARTNERSHIP BENEFITS

2000 Partner and Ally of the Year Public Service Announcement

Recognition for a job well done, is exactly what the Partner and Ally of the Year print public service announcement (PSA) is intended to do. EPA creates and places the PSA to recognize partners and allies for their commitment to strategic energy management and the environment in front of their peers and the public.

The PSA has a strong color contrast of a red leaf on blue water, which creates a dramatic environmental image that also is a metaphor. Ripples in the water caused by the leaf demonstrate the far-reaching effects of award win-

ners' environmental and energy-efficiency commitment. Furthermore, like the never-ending ripples in the water, the investment in energy performance never stops paying off. Energy performance equals environmental performance equals financial performance.

The PSA is designed to convey the many benefits of energy-efficient upgrades. These include improved productivity of employees, enhanced corporate reputation, and financial benefits, such as increased profitability. Most importantly, the PSA congratulates the Partners and Allies of the

Year for their contributions to the environment through ENERGY STAR.

This year's Partner and Ally of the Year PSA will appear in numerous business publications such as *Fortune*, *Forbes*, *Business Week*, and *Time Magazine*. EPA hopes that the PSA will follow in its predecessor's footsteps and produce even greater results due to its dramatic environmental image and strong benefits message. For more information about ENERGY STAR, call 1-888-STAR-YES (1-888-782-7937) or visit www.epa.gov/buildings.

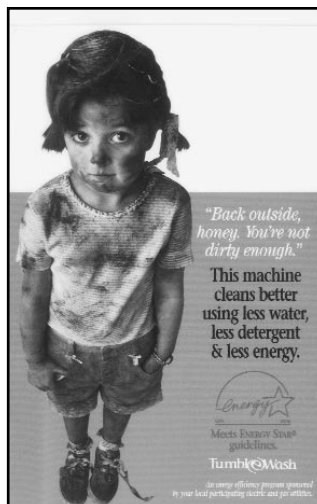
SHOWCASING ENERGY STAR PARTNER PROMOTIONAL MATERIALS

2000 ENERGY STAR Best Promotions

What makes a great consumer outreach campaign? Ask Ricoh Corporation, the State of Wisconsin, Northeast Energy Efficiency Partnerships, or the New York State Energy Research & Develop-

ment Authority. They are the winners of the 2000 Excellence in Consumer Education Awards, given to utilities, states, manufacturers, and others who are building awareness about ENERGY STAR.

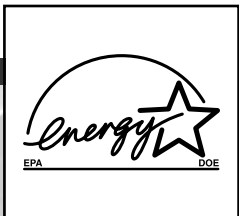
Thanks to the dedicated efforts of these partners, the ENERGY STAR message has reached millions, if not hundreds of millions, of consumers across the country in the last year.



Northeast Energy Efficiency Partnerships

The Northeast Energy Efficiency Partnerships (NEEP) is a consortium of 38 New England gas and electric utilities that have come together to promote energy efficiency in a consistent manner across the Northeast. NEEP has embraced ENERGY STAR as a powerful means of promoting efficiency to consumers. As part of its ENERGY STAR-related efforts, NEEP developed an endearing television campaign featuring a mother and her daughter for the TumbleWash/ENERGY STAR program to educate the public on the uses and benefits of high-efficiency washing machines. NEEP's ENERGY STAR-related efforts produced nearly 20 million impressions through television, print, and radio in 1999.

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The Update

NEW YORK STATE ENERGY RESEARCH & DEVELOPMENT AUTHORITY

New York State Energy Research & Development Authority (NYSERDA)

New York State Energy Research & Development Authority (NYSERDA) has teamed up with other organizations on an educational campaign for consumers to raise awareness of the ENERGY STAR label. NYSERDA is running a comprehensive campaign, including public service announcements (PSAs) featuring Governor Pataki, paid media, and direct mail to highlight the savings and environmental benefits of ENERGY STAR products. NYSERDA's PSAs have aired 546 times on television stations throughout the state and were seen by an estimated 11 million viewers. They will continue to run through June 2001.



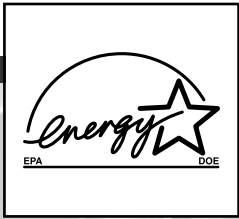
Ricoh Corporation

Ricoh Corporation developed an educational tool, available on an interactive CD and on a website, to teach millions of people about the environmental and economic benefits of ENERGY STAR products. Ricoh also raffled a 2000 Volkswagen Beetle to interested parties who completed the educational tool and successfully answered a randomly generated 12-question ENERGY STAR quiz. With hundreds of questions to choose from, no two quizzes were the same. Ricoh reports that their "ENERGY STAR experience" website received over 500 million hits since March 1999.

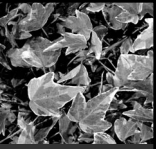


State of Wisconsin

The State of Wisconsin, through its Wisconsin Focus on Energy, ran numerous campaigns educating consumers about ENERGY STAR appliances and homes. One campaign showcased the ENERGY STAR buildings upgrades of the Green Bay Packer's football stadium, Lambeau Field, and encouraged homeowners to become energy efficient with the challenge, "Our house is energy efficient, is yours?" The campaign includes public service announcements (PSAs), a "Green Bay Packers Energy Playbook" as well as numerous brochures, pamphlets and posters, all of which appeared in the Packer's green and gold colors. This campaign covers 23 counties in northeastern Wisconsin and is expected to reach as many as 1.3 million consumers.



The Update



PREPARING FOR NEXT YEAR'S AWARDS CONTEST

2001 ENERGY STAR Awards – New and Improved

The evolution of the ENERGY STAR programs has finally precipitated a similar evolution in the Partner and Ally of the Year Awards. Due to EPA's interest in promoting and consolidating its energy-efficiency programs under one ENERGY STAR brand vision and message, next year's awards contest will no longer be "Partner and Ally of the Year". The awards are now called the ENERGY STAR awards — it's just that simple.

But, the name is not the only change. In order to add more prestige to the ENERGY STAR contest, participants will now be judged by a blue-ribbon panel of judges representing leaders in the environmental and business community. These include representatives from environmental and financial organizations, academicians, business leaders, past distinguished winners, and, of course, EPA and DOE.

Last but not at all least: EPA has improved the application process to make it easier than before. Application forms will be made available on the Web for applying electronically or downloading. The forms are short, easy to follow, and provide clear, concise guidance on how to apply.

So keep alert. This fall, your organization will receive notification by mail that the contest has begun and applications are available on the Web at EnergyStar.gov. Or call your account manager and ask them to notify you in person when applications are available. We look forward to hearing from you and recognizing you for your leadership in strategic energy management.

LEARN MORE ABOUT AWARD WINNERS

Partner & Ally of the Year Web Page

Want to learn more about the 2000 Partner and Ally of the Year award winners? Visit the ENERGY STAR buildings website at www.epa.gov/buildings and click on the "ENERGY STAR Buildings and Green Lights Partnership" icon. Click on "Partnership Benefits," then "Public Relations," and "Part-

ner and Ally of the Year." You will find pages for each ENERGY STAR Buildings and Green Lights winner, featuring photographs of the recipients at the award ceremony and brief descriptions of the winners' projects. The 1999 and 1998 awards recipients' names are also listed on the site.